

**December 18, 2012**



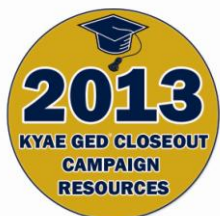
*The following e-mail was sent to Program Directors.*

## **2013 GED Closeout Campaign Materials**

As you wrap up 2012, your minds may be more on shopping lists, recipes and family time than on how your program is going to address the 2013 GED Closeout – and I can't blame you, because I, too, have visions of sugarplums dancing in my head!

However, the KYAE communications and outreach elves have been working feverishly in their Frankfort workshop to get a 2013 GED Closeout Campaign Strategy compiled – and to get marketing materials “under your trees” as soon as possible so that you may **hit the ground running with a GED Closeout Marketing Campaign as soon as your doors open in January.**

To capitalize on New Year's resolutions, the January portion of this campaign features a “This is YOUR year” theme. **For your convenience, customizable materials (with thorough instructions) have been posted at [kyae.ky.gov](http://kyae.ky.gov) for you to download.**



**Click on the logo on the left to take you to the 2013 KYAE GED Closeout Campaign customizable materials and resources.**

All customizable materials are in Microsoft Word; all you will have to do is click into a text box and enter your program's name, location and other information to customize.

I will be hosting **webinar sessions** (lasting no longer than one hour) to assist you with both the customization of these materials (if need be) and to discuss the overall year-long campaign. This will also be an opportunity to share ideas with colleagues. **Please plan to participate in one of these sessions:**

- Thursday, January 10, 3:00 p.m. Eastern/2:00 p.m. Central
- Friday, January 11, 10:00 a.m. Eastern/9:00 a.m. Central
- Monday, January 14, 12:30 p.m. Eastern/11:30 a.m. Central

Further webinar information and instructions will be posted on the website by Monday, January 7. **Please reply to this e-mail with the date you think will work best for you.**

This is just the beginning of what will be a very successful year-long campaign. We want to help both you and your students meet your goals; please let us know how these materials are working for you and if you have any suggestions for other ways in which we may assist you with your communications and outreach efforts.

Thank you and happiest of holiday seasons!

Missy

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*To learn more about Stronger by Degrees, Kentucky's 2011-2015 Strategic Agenda for Postsecondary and Adult Education, visit [www.cpe.ky.gov/strongerbydegrees](http://www.cpe.ky.gov/strongerbydegrees).*